



Marketing Monthly Report



**Town of Bladensburg
November 2017**

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Marketing Coordinators NOVEMBER 2017 Monthly Report

What an exciting and eventful month! In the month of November, the Marketing Coordinator worked with the Town Administrator, Town Staff and Mayor to share/promote information on the Peace Cross, Veterans Day service, Zoning Rewrite, swearing in of our new officer, thanksgiving lunch for people in need, the holiday decoration contest and the 17th annual Yule Log Christmas Tree lighting & Festivities. All information on Town events can be found on the new website bladensburgmd.gov. Also, we continued our focus on growing the Town's E-Mail List and keeping residents informed daily on Facebook, Twitter, Nextdoor and now LinkedIn.



Yep! You can now find The Town of Bladensburg on LinkedIn. Looking for employment opportunities with the Town? Connect with us on LinkedIn.com at <https://www.linkedin.com/in/town-of-bladensburg-0b1209154/> or on the Town Facebook Page under Jobs.

The Town had successfully been able to manage our social media analytics by monitoring post engagement stats on Facebook, Twitter and Constant Contact E-mail Mailing List. Website campaign traffic on Facebook & Constant Contact traffic sent 52% visits to www.bladensburgmd.gov

Our presence on social media has allowed us to measure in precise detail, the number of visits to the Town website, trend's on Facebook, Twitter and E-Mail Mailing List. All three platforms have allowed us to meet our business goals. One of the main goals was to direct the traffic from our social media platforms to our new website, www.bladensburgmd.gov

We welcome your input on what type of information you wish to see in our new website or with town events. Please contact the Marketing Coordinator if you would like to be added to our mailing list cdureke@bladensburg.net

FIRST THING'S FIRST: NOVEMBER HIGHLIGHTS

- Facebook Page Likes: 284
- **122 NEW** E-mail subscribers
- Opportunity to share information about the Town Mayor & Council with 9th-12th graders at Elizabeth Seton High School
- Created a campaign for the 17th Annual Yule Log Christmas Tree Lighting & Festivities, Counting down on social media to Dec. 08. 17.
- Shared Bladensburg TNI Holiday Decoration Contest Promo on Weekly e-blast, town cable channel, Facebook, and Twitter.
- Reached our goal of 1,000 e-mail addresses before 2018!



Elizabeth Seton High School
9th Graders excited to wear
their Town of Bladensburg Pins.

Marketing NOVEMBER 2017 Monthly Report

MAILING LIST GROWTH IN NOVEMBER

New contacts are now being added to the Town Mailing list, on a daily basis. During the month of November, 122 new e-mail addresses were generated. E-mail addresses were collected from Town residents and business owners were added primarily through the help of Town staff and department heads informing Town residents and at Town events/meetings. Text-to-join our mailing list has added 176 new contacts from October and November. Also, and 8 new contacts were added using Sign Up form located on the new town website, bladensburgmd.gov.

524

Added by you

176

Text Message

8

Other Apps

- **June 2017: 571 Contacts**
- **July 2017: 626 Contacts**
- **August 2017: 825 Contacts**
- **September 2017: 861 Contacts**
- **October 2017: 942 Contacts**
- **November 2017: 1064 Contacts**

GROWTH BY SOURCE:

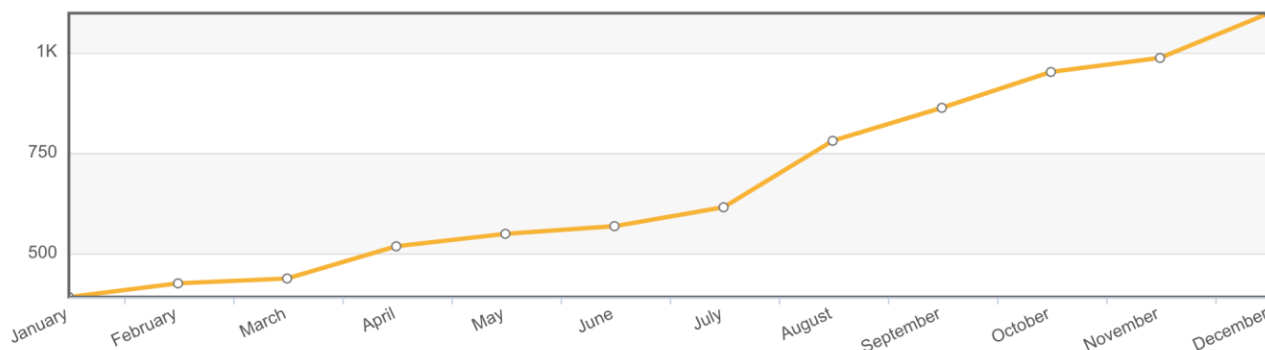
We invite you to experience the Town of
524 E-mail Addresses Added Manually
176 E-mail Addresses Added via Text-to-Join
8 Added using Contact Form on BladensburgMD.gov



TEXT
BLADENSBURGMD
TO PHONE NUMBER
22828

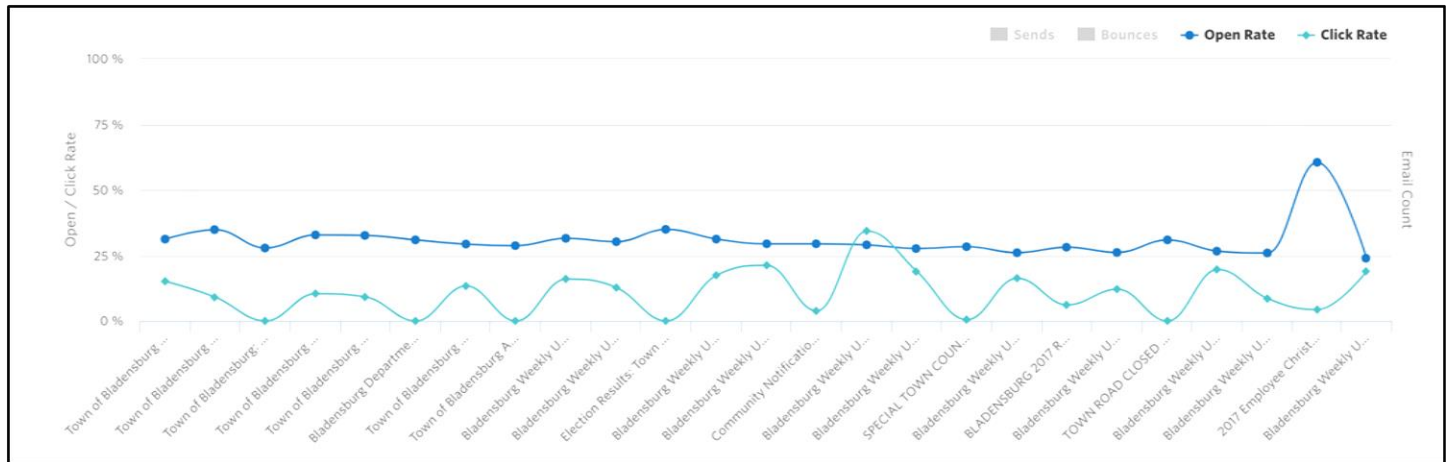
Join Our
Email List

Overall growth for the year 2017



709 New E-Mail Address Contacts have been added in the year of 2017.
29 Contacts unsubscribed in the year of 2017.

MAILING LIST TREND OVERVIEW IN NOVEMBER 2017



Bladensburg Weekly Update that had the highest click rate with 34.4% in the month of November is the Town Website. Also, all information on Town Road Closures had the highest open rate with 30.9% in the month of November.

- Weekly Update E-blasts user opens by device: **42% Mobile** **58% Desktop**
- Total Number of New E-mail Subscribers: **122***
- Total Number of Campaigns Sent out: **8**
- Total Number of Job Postings: **12**
- Total Number of E-mail Campaigns sent in 2017: **101**
- Popular Clicks: **www.BladensburgMD.gov website & Job Opportunities**
- Most Engaged E-blasts in November:
 - 1- Town Road Closure: Sent Nov 14th – Open Rate: 30.9% Click Rate: 18.6%**
 - 2- Special Town Council Meeting Notice – Status of Peace Cross Sent Nov 2nd Open Rate: 28.3% Click Rate: 18.1%**



HIGHEST MARKETING PLATFORM

- 1. E-blast**
- 2. Facebook Page**
- 3. Town Website – www.bladensburgmd.gov**

FACEBOOK UPDATE

November 2017 Social Media Data Analytics & Highlights

From January 2016 to November 2017, the Town has gone from 0 to 284 followers/page likes.

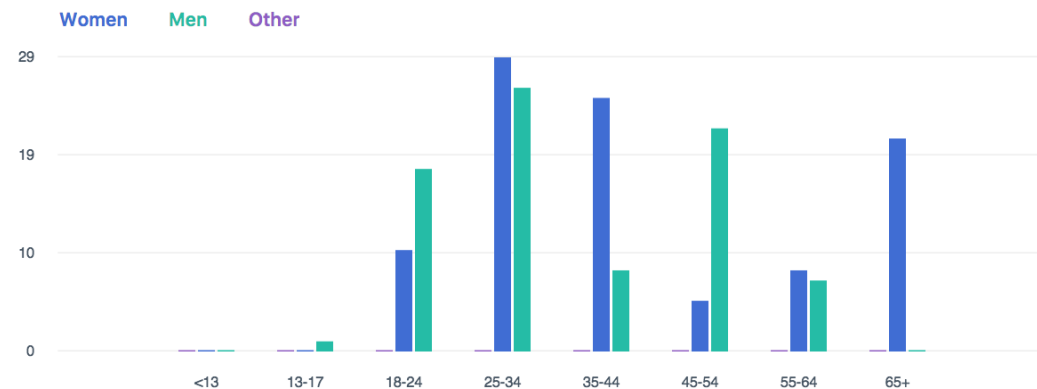
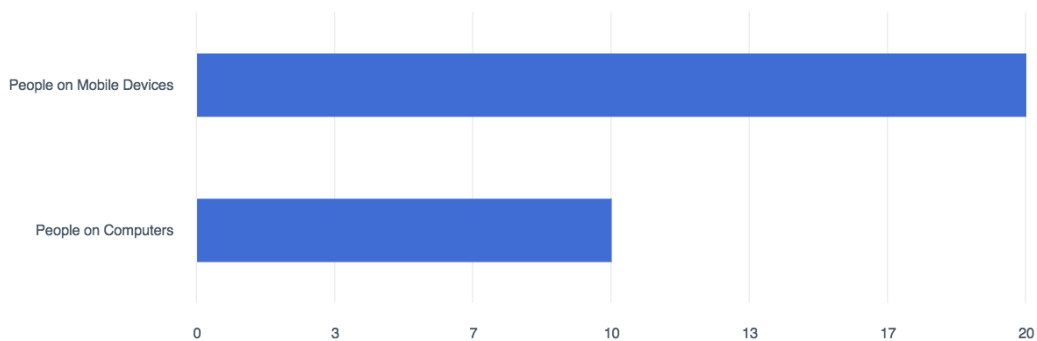
Total Page Followers as of Today: 284

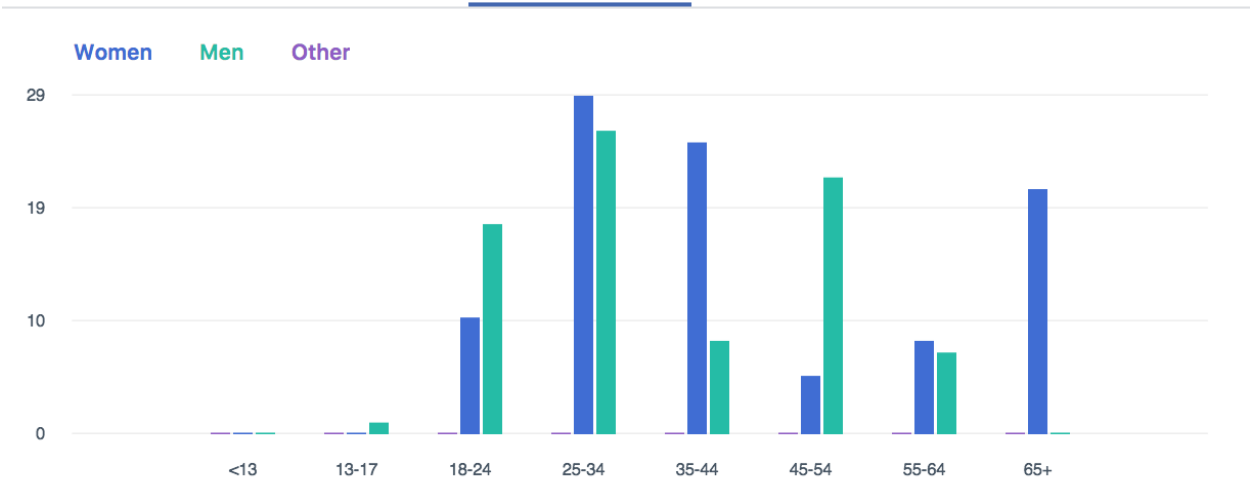


In month of November, on @BladensburgMD Facebook page we shared the latest news on upcoming events, announcements, pictures or video from past/current events, reminders and road closings. See chart and picture sample below.

Month	Page Likes	Average Active Users	New Likes	Posts	Post Shares
November	284	124	10	13	15
October	274	252	22	20	34
September	252	150	18	12	6
August	234	200	18	18	4
July	219	150	16	20	3
June	200	49	3	3	6
October	0	0	0	0	0

People





The value of clicks/interactions on the Towns Facebook posts have primarily been with our constant contact weekly update campaigns and to our new website www.bladensburgmd.gov

The Code Enforcement job posting was the most popular Facebook post for the month of November. 451 people reached online and over 6 post shares. See more information below.

Town of Bladensburg posted a job.
November 29 at 2:21pm · 🌐

Like Page

We're hiring! Apply now.

Code Enforcement

The Town of Bladensburg is seeking applicants for the full-time position as Code Enforcement Officer. Duties include but not limited to performing inspections of residential and commercial properties to ensure compliance...

FULL-TIME · \$42,029 / YEAR

Apply Now

451 people reached

Boost Unavailable

Ajna Libra, Hayden Duke and 2 others

1 Comment 3 Shares

Like Comment Share

451 People Reached

22 Reactions, Comments & Shares

10 Like	4 On Post	6 On Shares
1 Love	0 On Post	1 On Shares
1 Comments	1 On Post	0 On Shares
10 Shares	3 On Post	7 On Shares

48 Post Clicks

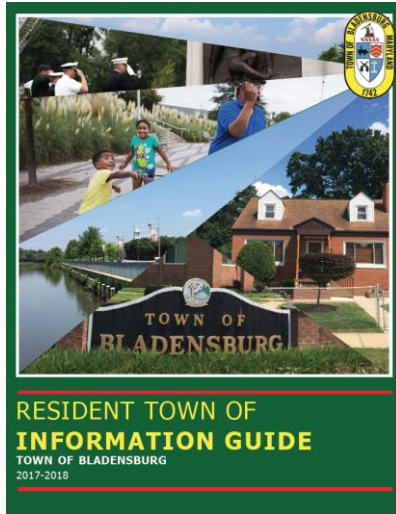
0 Photo Views	0 Link Clicks	48 Other Clicks
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

CURRENT & UPCOMING MARKETING PROJECTS



COMING SOON!

Bladensburg Residential Guide

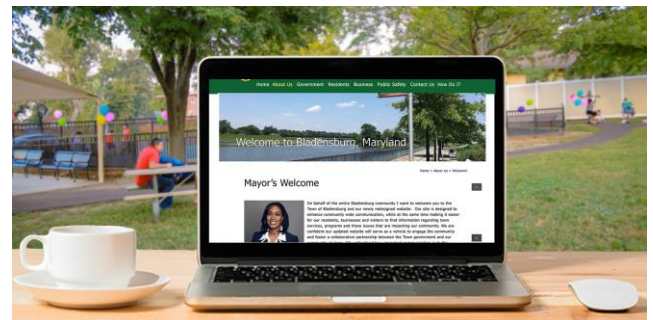
Our goal with the guide is to enhance community wide communication, while making it easier for our residents, businesses and visitors to find information regarding town services, programs and those issues that are heavily impacting our Bladensburg community.

You will also find answers to all your questions concerning things like residential trash and leaf pick up, parking enforcement, public safety, a directory list of Prince Georges County Agencies and so much more.

All of this information about the Town can also be found available on the Town web site at www.bladensburgmd.gov.

BladensburgMD.gov

We invite you to experience the Town of Bladensburg's brand new website today. We hope you enjoy the new Town of Bladensburg's website and look forward to hearing your feedback.



Holiday Decoration Contest

The purpose of 2017 Holiday decoration contest is to recognize and show appreciation to the residents of Bladensburg for an outstanding job at decorating their homes during the holidays. Participants could win \$100 Walmart Gift Card! For more information, contact, (301) 927-0330 or e-mail

code@bladensburg.net

(For more see Flyer on Page 8)

WHO CAN PARTICIPATE?

Any resident within the Town of Bladensburg is eligible for the Holiday Decorations Contest. There are two categories. One for residential homes, and one for apartment homes with a balcony ONLY.

WHAT WILL THE JUDGING INCLUDE?

Judging criteria will include...

- (a) Creative use of lights/decorations
- (b) Does the display of the decorations make you say "WOW"?
- (c) Overall look of decorations, and animated objects, etc.
- (d) Storyline and/or Unique design theme

WHEN:

THE WEEK OF DEC.18
6:00 PM - 8:00 PM

Win \$100

Walmart Gift Card
& Bragging Rights!



MEETINGS/EVENTS/COMMUNITY INVOLVEMENT

The Marketing Coordinator was involved in the following meetings/events and community outreach activities in November 2017:

1. Attended Career Fair with Town Administrator & Town Officer
2. Town Council Meeting and Work Session
3. Attended weekly department Head Meetings
4. Town Department Head Retreat at Waterfront Park
5. Attended weekly department Head Meetings
6. Photographed Town events in November from swearing of our newest Officer, Patrick Thompson to Career Day at Elizabeth Seton High School.
7. Coordinated meeting for the 2017 Yule Log